

## Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education		
<b>Departmental Aim of Education</b>			
<ul style="list-style-type: none"> <li>I. Acquisition of professional knowledge.</li> <li>II. Learning effective self-planning.</li> <li>III. Theoretical application of practical matters.</li> <li>IV. Interpersonal communication and teamwork.</li> <li>V. Analysis of problems and recommendations.</li> <li>VI. Awareness of Ethics as a global citizen.</li> </ul>			
<b>Subject Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:50.00)</li> <li>B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:50.00)</li> </ul>			
<b>Subject Schoolwide essential virtues</b>			
<ul style="list-style-type: none"> <li>2. Information literacy. (ratio:50.00)</li> <li>7. A spirit of teamwork and dedication. (ratio:50.00)</li> </ul>			

<b>Course Introduction</b>	<p>The gold standard for today' s marketing management student.</p> <p>Stay on the cutting-edge with the gold standard text that reflects the latest in marketing theory and practice.</p> <p>The world of marketing is changing everyday--and in order for students to have a competitive edge, they need a textbook that reflects the best of today' s marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today' s marketing theory and practice.</p>
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**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understand the place and contribution of marketing to the business enterprise. Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	27	Lecture, Discussion	Testing, Discussion(including classroom and online)

**Course Schedule**

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Introduction of the Course	
2	111/02/28 ~ 111/03/04	Chapter 01 Marketing: Creating Customer Value and Engagement	

3	111/03/07 ~ 111/03/11	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
4	111/03/14 ~ 111/03/18	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	
5	111/03/21 ~ 111/03/25	Chapter 03 Analyzing the Marketing Environment	Small quiz 1
6	111/03/28 ~ 111/04/01	Chapter 03 Analyzing the Marketing Environment	
7	111/04/04 ~ 111/04/08	Chapter 04 Managing Marketing Information to Gain Customer Insights	Small quiz 2
8	111/04/11 ~ 111/04/15	Chapter 04 Managing Marketing Information to Gain Customer Insights	Small quiz 3
9	111/04/18 ~ 111/04/22	Chapter 05 Understanding Consumer and Business Buyer Behavior	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Chapter 05 Understanding Consumer and Business Buyer Behavior	
12	111/05/09 ~ 111/05/13	Chapter 06 Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	Small quiz 4
13	111/05/16 ~ 111/05/20	Chapter 07 Products, Services, and Brands: Building Customer value	
14	111/05/23 ~ 111/05/27	Chapter 07 Products, Services, and Brands: Building Customer value	Small quiz 5
15	111/05/30 ~ 111/06/03	Group Presentation-Group 1~Group 3	
16	111/06/06 ~ 111/06/10	Group Presentation-Group 4 ~Group 6	
17	111/06/13 ~ 111/06/17	Group Presentation-Group 7 ~Group 9	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility		(None)	
Textbooks and Teaching Materials		Marketing Management, 15th Edition Philip Kotler, Northwestern University Kevin Lane Keller, Dartmouth College	

References	Marketing Management: A Strategic Decision-Making Approach. 8th Edition. By John Mullins and Orville Walker.
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 10.0 %</li> <li>◆ Mark of Usual : %</li> <li>◆ Midterm Exam : 30.0 %</li> <li>◆ Final Exam : 20.0 %</li> <li>◆ Other (Group Presentation) : 40.0 %</li> </ul>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>